How to write proposal section 1: **Excellence?**

Fit for Health 2.0
Support to SMEs & Researchers in FP7 and Horizon 2020 health-oriented projects
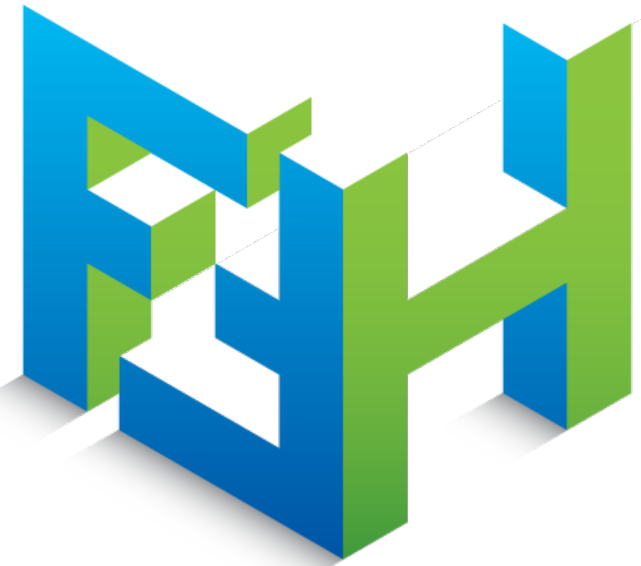
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Koos de Korte | Netherlands Enterpise Agency

Fit for Health is funded by
the European Commission

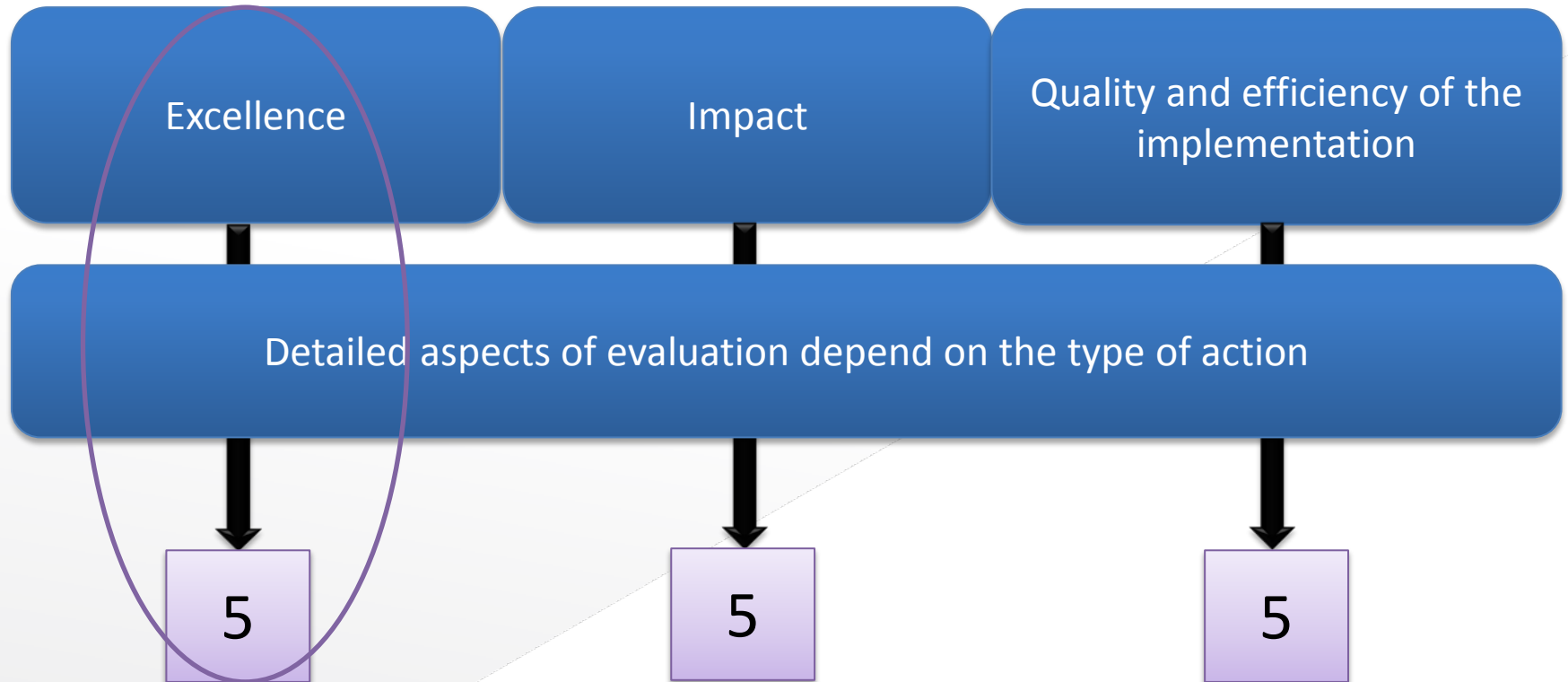SEVENTH FRAMEWORK
PROGRAMME

Research Proposal (Part B) - Structure

1. **Excellence**
2. **Impact**
3. **Implementation**
   - 3.1   Work plan — Work packages, deliverables and milestones *(tables)*
   - 3.2   Management structure and procedures
   - 3.3   Consortium as a whole
   - 3.4   Resources to be committed
4. **Members of the Consortium** *(no page limit)*
5. **Ethics and Security**

Stage 1

Stage 2

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2

Evaluation criteria

Excellence	Impact	Quality and efficiency of the implementation

Detailed aspects of evaluation depend on the type of action

5	5	5
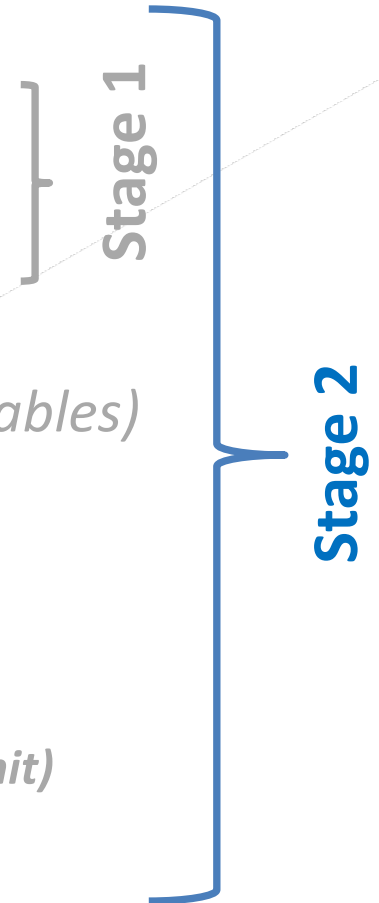
From the proposal template…

1. Excellence

"Your proposal must address a work programme topic for this call for proposals."

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1. Excellence

1.1 Objectives

1.2 Relation to the work programme

1.3 Concept and approach

1.4 Ambition

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1.1 Objectives

Describe the specific objectives for the project, which should be clear, measurable,realistic and achievable within the duration of the project.

Objectives should be consistent with the expected exploitation and impact of the project
(see section 2)

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Objectives are not activities!

- The right question:
  - **What do I plan to achieve?**

- The wrong question:
  - **What am I going to do?**

Line of reasoning

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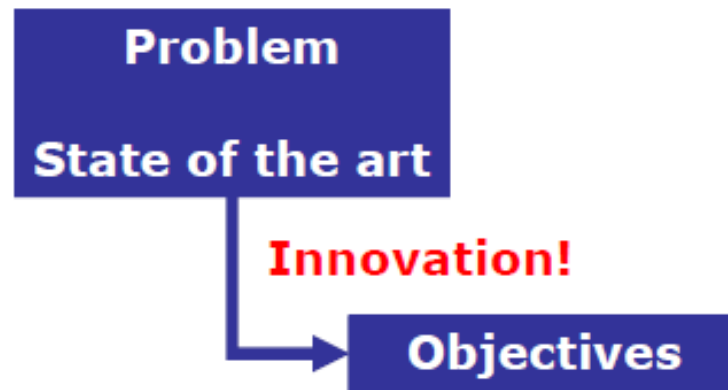
Objectives are S M A R T

S   specific, concrete

- What **exactly** are you going to achieve?
- Is the objective written in a clear and **comprehensible** way?

M   measurable

- How can you tell if the objective is reached?
- Are there clear **indicators** or **parameters** to measure the objective?
- How many, how large, how fast?

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Objectives are S M A R T

A   acceptable

– Will the stakeholders be **happy** with the results?

– Do the objectives provide an **acceptable solution** to the problem?

R   realistic

– Is the objective **achievable**, given the time and resources committed?

– Is the objecitve a **challenge or an excessive demand?**

T   timely?

– **When** will the objectives be achieved?

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1.2 Relation to the work programme

Indicate the work programme topic to which your proposal relates, and explain how your proposal addresses the specific challenge and scope of that topic, as set out in the work programme.

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Keep it simple…

Make a **table** of all relevant elements of the **topic text** and the way you deal with them in the project.

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Make a **table** of **all** relevant elements of the **topic text** and the way you deal with them in the project.

1.3 Concept and approach - 1

Describe and explain the **overall concept** underpinning the project. Describe the main ideas, models or assumptions involved. Identify any trans-disciplinary considerations;

Describe the **positioning** of the project e.g. where it is situated in the spectrum from 'idea to application', or from 'lab to market'. Refer to **Technology Readiness Levels** where relevant.

Concept and approach…

- The right question:
  - **How am I going to reach my goals?**

- The wrong question:
  - **What exactly am I going to do when?**

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Let's try..

- Topic in current call:
  Improvement of the quality of life in our neighbourhood...

- Which concepts come to mind?
  - Discuss 5 minutes with your neighbour…

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Possible concepts…

- Quality of life is low because:
  - It's unsafe on the streets -> install more police
  - There's too much rubbish on the streets -> place more litter bins
  - There's too much concrete -> build more green areas
  - There's too much noise from traffic -> create traffic-low environments
  - There's nothing to do for the kids -> build a playground

- You choose your approach based on your skills and ambitions!

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The playground – approach…

- Possible approach:

  – Build a swing, a sandbox, a slide, a climbing frame… (= more deliverables)

  – Find a suitable place, get permits, organise a workforce , find a garden designer…
    (= more workplan)

  – or…

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The playground…

- We want to **increase the quality of life** in the district with the construction of a playground, because in that way we:
  - Create safe ways for children to play outside
  - Create exercise programs
  - Allow nature experiences
  - Create a meeting place (for children, parents, other)
  - Strengthen the cooperation in the area

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The Playground will create…

- Increased attractiveness of the neighborhood for young families

- New customers for surrounding shops

- Healthier Children

- A relaxed attitude in the quarter

- More rest in the apartments - relaxed neighbors

- On the raging children = quieter children

- Quieter children = relaxed parents

- Relaxed parents = relaxed Children

=> IMPACT!

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Technological Readiness Levels

TRL 1 – basic principles observed

TRL 2 – technology concept formulated

TRL 3 – experimental proof of concept

TRL 4 – technology validated in lab

TRL 5 – technology validated in relevant environment

TRL 6 – technology demonstrated in relevant environment

TRL 7 – system prototype demonstration in operational environment

TRL 8 – system complete and qualified

TRL 9 – actual system proven in operational environment

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Technological Readiness Levels

When relevant it can be very illustrative to make a table of key elements of the project and the TRLs before and after the work

Element	Before	After
Handheld Ultrasound technology	TRL3	TRL8
Hyperspectral Imaging	TRL3	TRL5
Acoustic Imaging	TRL2	TRL5

1.3 Concept and approach - 2

Describe any national or international research and innovation activities which will be linked with the project, especially where the outputs from these will feed into the project;

Describe and explain the overall approach and methodology, distinguishing, as appropriate, activities indicated in the relevant section of the work programme, e.g. for research, demonstration, piloting, first market replication, etc;

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Concept…

- Simply show the evaluators how your project connects to the rest of the world

- Don't overdo it, don't write 7-10 pages full of references or links

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1.3 Concept and approach - 3

Where relevant, describe how sex and/or gender analysis is taken into account in the project's content.

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Gender…

"The consortium aims at having at least 10% of female speakers at selected symposia"

Don't try this at home…

If you don't have anything relevant to write, keep quiet!

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1.4 Ambition - 1

Describe the **advance** your proposal would provide **beyond the state-of-the-art**, and the extent to which the proposed work is ambitious. Your answer could refer to the ground-breaking nature of the objectives, concepts involved, issues and problems to be addressed, and approaches and methods to be used.

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1.4 Ambition - 2

Describe the **innovation potential** which the proposal represents. Where relevant, refer to **products and services** already available on the market. Please refer to the results of any patent search carried out.

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Ethics…

Whenever your project deals with:

- Human embryos or foetusses

- Humans (patients, children, vulnerable groups)

- Human cells or tissues

- Personal data

- Animals

- Non-EU countries

- Environment protection

…you have an ethical issue!

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Ethics…

Activity	Who?	When?	How?
Ethics Self-assessment	Applicant	Application phase	Consideration of ethical issues of the proposal
Ethics Pre-screening/Screening	Ethics experts	Evaluation phase	Review of application material
Ethics Assessment (for proposals involving hESC or raising serious ethical issues: severe intervention on humans)	Ethics experts	Evaluation/ Grant preparation phase	Review of application material
Ethics Check/Audit	Ethics experts	Implementation phase	Review of project deliverables/interview with applicants

Take home messages

- Remember for whom you're writing

- Take the reader by the hand and guide them

- Create a logical link between objectives, workpackages and deliverables

- Do not work to fill the 70 pages! Work to get your ideas across!

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Rijksdienst voor Ondernemend
Nederland

Thank you!

Koos de Korte | Netherlands Enterprise Agency

koos.dekorte@rvo.nl| **www.rvo.nl**

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